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## **25<sup>th</sup> Annual Art Detour Celebrates ‘The Artist’ Winning Art Submission by Fred Tieken Captures Spirit of Silver Anniversary Event**

PHOENIX (January 10, 2013) – Art Detour, the event that launched downtown Phoenix’s First Fridays Art Walk phenomenon, returns for its Silver Anniversary on March 2 and 3, 2013, and will celebrate those who have made the past 25 years possible: the local artists.

Art Detour 25, organized by Artlink Inc., a 501(c)(3) nonprofit, will take a historical look at the artists who contributed to its success over the years, as well as the galleries, organizations and businesses who embrace and promote downtown Phoenix artists and their work today.

### **A Showcase for the Local “Artist”**

Looking for an image to represent this historic event, Artlink issued a call for artists last Fall, and selected an image submitted by Fred Tieken entitled “The Artist.” The contemporary painting captures the spirit of the 25<sup>th</sup> Anniversary of this historical event, spotlighting the individual artists who have made the downtown arts community come alive.

“Gail and I have always been fans of the vibrant art scene in downtown Phoenix and have attended many First Fridays and Art Detours over the years,” said Tieken, a Phoenix resident since 1986. “It’s funny how life takes you places. A few years ago, I would never have dreamed that I would be exhibiting my art in downtown Phoenix, let alone providing the art for the 25th anniversary of Art Detour. I am so excited to be involved in the event once again.”

Tieken’s support of Art Detour stretches back to the early days. As a professional graphic designer, he created the collateral materials for the 1990 Art Detour, which incorporated one of long-time Phoenix artist Michael Marlowe’s scratchboard illustrations. After selling his graphic design business, Tieken made the transition to fine art in 2010. For Art Detour in 2011, Tieken was commissioned by Dan Vermillion to create artwork for a 126’-long mural for the side of his building on 3<sup>rd</sup> Avenue and McDowell.

“The Silver Anniversary of Art Detour celebrates the very foundation of the downtown arts scene – the individual artists,” said Mike Oleskow, President of Artlink’s volunteer board of directors. “What better way to tell that story, to underscore the significance of the local artist community, than in a work of art?”

Art Detour Chair Nancy Hill agreed, “We couldn’t be more proud to display Fred Tieken’s exquisite work on this year’s poster and other promotional materials. His ‘Artist’ will literally be the face of Art Detour 25.”

### **A Weekend Arts Festival**

Art Detour will coincide with March First Friday, resulting in a weekend chock-full of arts related tours, exhibits and activities. “Detour-ists” will be invited to visit galleries and artist studios, learn about public art and murals from artist and knowledgeable docents, and much more.

A shuttle will circulate throughout downtown, making stops at neighborhood “hubs” in Roosevelt Row, Grand Avenue and more, where music and performance art will provide a unique opportunity to explore Phoenix’s art scene in a fun, festival environment.

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**Schedule of Events:**

2/23 – Silver Gala. Fun, formal affair to toast the arts community and kick off the 25<sup>th</sup> Anniversary in style.

3/1 – Pre-Detour First Friday. March First Friday is typically one of the most popular of the year.

3/2-3 – Self-guided tours. A map and shuttles will guide visitors to the open art stops.

3/2 – Walking Public Art Tours. Knowledgeable docents will guide visitors to points of interest.

3/3 – Guided Studio Tours. An intimate look at working studio spaces.

The weekend event is free and offers programming appropriate for all ages, including the family-friendly “Kids’ Detour” presented by Phoenix Center for the Arts, which will also serve as Art Detour’s First Stop, offering free parking.

Artists are also invited to participate in the second annual “Public Hanging,” the cleverly named juried exhibition featuring visual artists from across the Valley.

To participate, sponsor or volunteer please visit [artlinkphoenix.com](http://artlinkphoenix.com) or email Art Detour Chair Nancy Hill at [nancy@artlinkphoenix.com](mailto:nancy@artlinkphoenix.com).

Artlink Inc. is supported by: Phoenix Art Museum, Dunn Transportation, Snell & Wilmer, Arizona Commission on the Arts, Downtown Voices Coalition, Grand Avenue Merchants Association, Roosevelt Row CDC, Phoenix Center for the Arts, Urban Affair and Invexi Web Development.

**About Art Detour** Art Detour is an annual free, two-day, arts festival and self-guided tour of artist studios, art spaces, galleries and other art venues in downtown Phoenix organized by Artlink, Inc. in cooperation with the participating venues. Art Detour draws thousands of enthusiastic arts supporters each year providing a unique cultural experience for people new and not so new to the downtown Phoenix Arts Community. The launch of Art Detour preceded and brought about the creation of the now-famous First Fridays Art Walk.

**About Artlink** Artlink, Inc. is a 501(c)(3) nonprofit organization dedicated to linking artists, business and the public to better understand, appreciate and support a thriving arts community in downtown Phoenix. Artlink supports a variety of community-based art events happening throughout the year and also operates the A.E. England Gallery, which is committed to showcasing the talents of new and emerging local artists. Ongoing community projects include, support of the First Fridays Art Walk, the country's largest self-guided gallery tour; Third Fridays Gallery Tour; an annual Juried Exhibition; and the annual Art Detour self-guided tour, featuring open studios, pop-up galleries, family-friendly art experiences and more. For more information, visit [artlinkphoenix.com](http://artlinkphoenix.com).

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